

AI Disruption is Here

How Will Your FMCG Business
Survive this Tech Revolution?

Navigate the AI revolution transforming FMCG:

Learn essential strategies to harness artificial intelligence, automation, and digital trends to future-proof your business in an increasingly tech-driven marketplace.

initial idea but...

How Will Your FMCG Business
Survive this Tech Revolution?

How = YOU! = HI

AI **or** Ai-hasou?

Embrace or Deny?

Have You ever used
ChatGPT?

Are You Still Using it?



CLAUDE

GEMINI

PERPLEXITY

COPILOT

DEEPSEEK

JULIUS

MISTRAL

NOTEBOOKLM

who am I?

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AMERICAN
EXPRESS



Walmart

MetLife



vodafone

pepsi



FrieslandCampina



JUMEIRAH

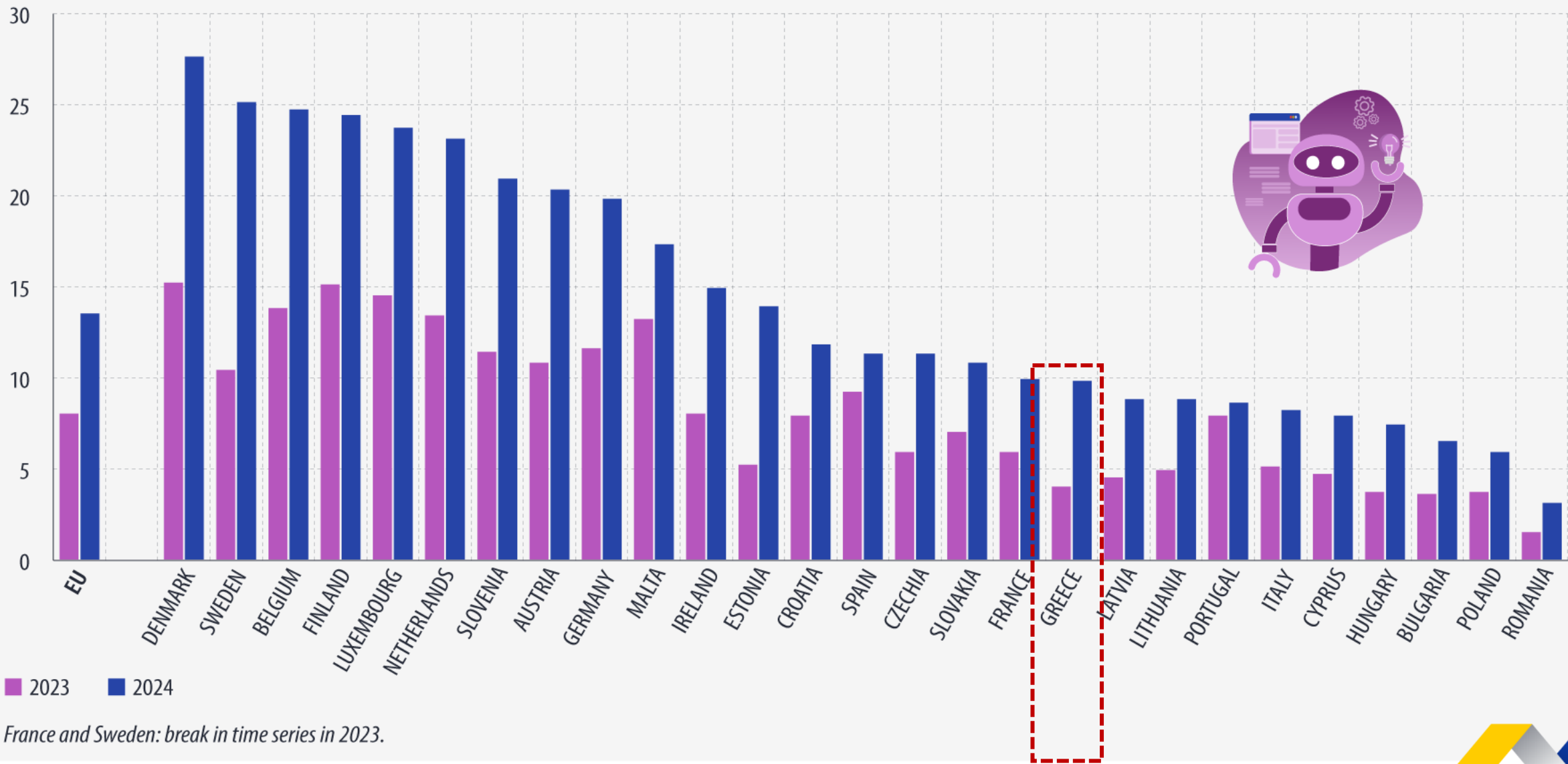
GR Research' **Facts***

- **Μόνο 1 στα 3 Έλληνες CEO δηλώνουν εξοικειωμένοι με AI (μόνο 7% πολύ)**
- Σε επίπεδο εργαζομένων & επιχείρησης ο βαθμός εξοικείωσης είναι ακόμη χαμηλότερος
- Όλοι χρησιμοποιούν κάποιο AI εργαλείο /εφαρμογή.
Η καθολική διάδοση του ChatGPT είναι εμφανής. (95%)



Enterprises using AI technologies, EU, 2023 and 2024

(% of enterprises)

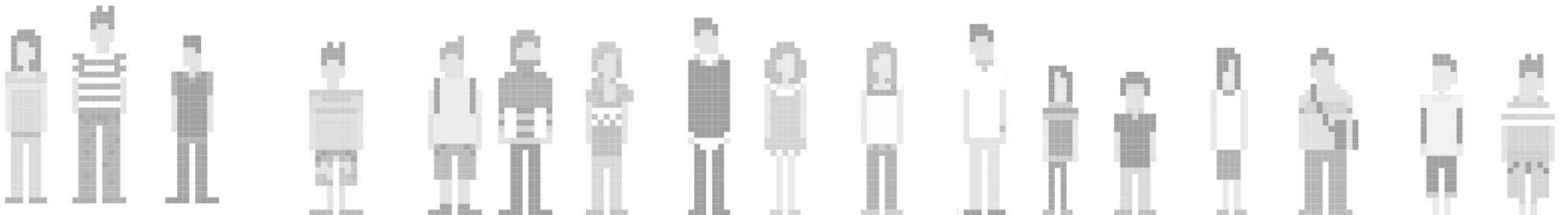


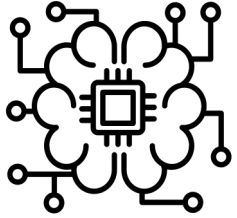
France and Sweden: break in time series in 2023.

the reality today

democratization of AI

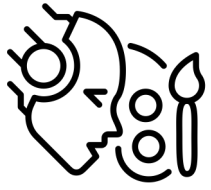
it's the era of Gen AI





but **what is AI?**

Artificial intelligence is the simulation
of human intelligence processes by machines



Generative AI

Generative AI is a type of artificial intelligence technology that can produce various types of content, including text, imagery, audio, video, and synthetic data.

It came like a Storm

what is coming

AGI (Artificial General Intelligence)

is a type of AI that matches or surpasses human cognitive capabilities across a wide range of cognitive tasks.

The timeline for achieving AGI remains a subject of ongoing debate among researchers and experts.

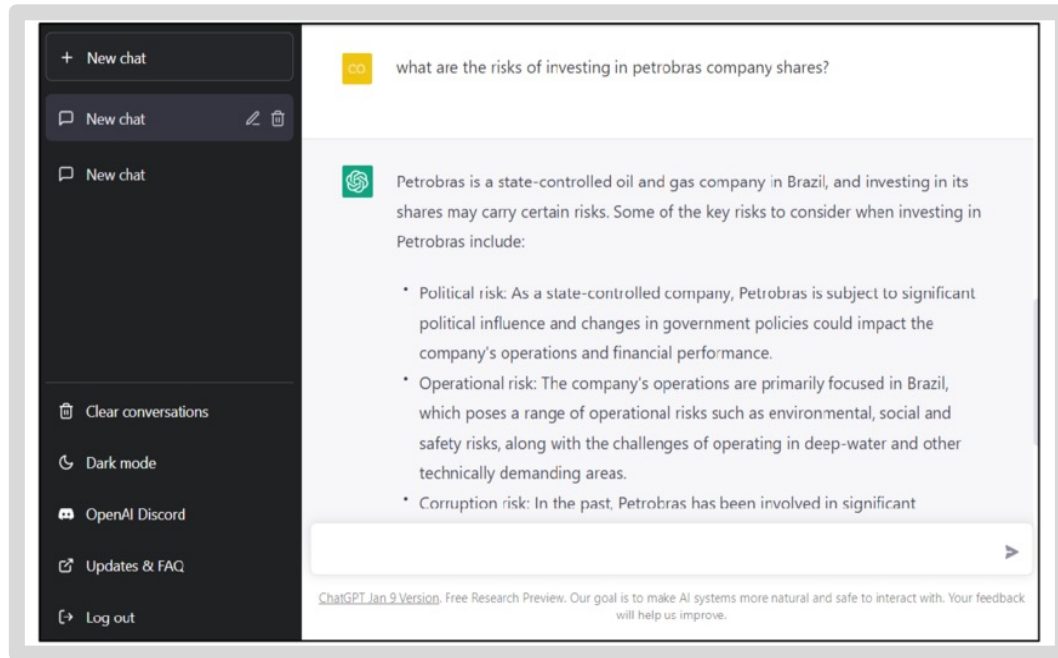
My estimation: < 2030

**AI is not a technology,
not even a tool.**

AI is
your assistant.

we are living in a Human Intelligence Augmentation era

AI Assistants



What They Are:

Interactive AI systems that respond to your requests and questions in real-time, like having a knowledgeable consultant at your fingertips.

Key Features:

- Work directly with you in conversation
- Provide immediate responses to questions
- Help with tasks as you guide them
- Remember context within a conversation

AI will ~~Not~~ Replace Us,
People using AI will.

Key Applications of Gen AI for Executives

Generative AI is Transforming already the Executive Leadership.*

WHAT

**Strategic
Decisions**

**Personal
Branding**

**Knowledge
Mastery**

**Time
Management**

**Leadership
Analytics**

WHY

**Enhanced
Decision Quality**

**Increased
Influence**

**Faster
Learning**

**Better
Focus**

**Measurable
Growth**

Making better strategic choices through data-driven insights

Building stronger thought leadership and industry presence

Accelerating knowledge acquisition and synthesis

Optimizing time for high-impact strategic activities

Tracking and optimizing leadership performance

*Sources: HBR, McKinsey, LinkedIn

How Can I **Master Gen AI?**

Just by moving forward

- Embrace (or **Just be Curious**)
- Learn (start with ONE thing)
- Apply & Optimize
- Differentiate or Die Hard

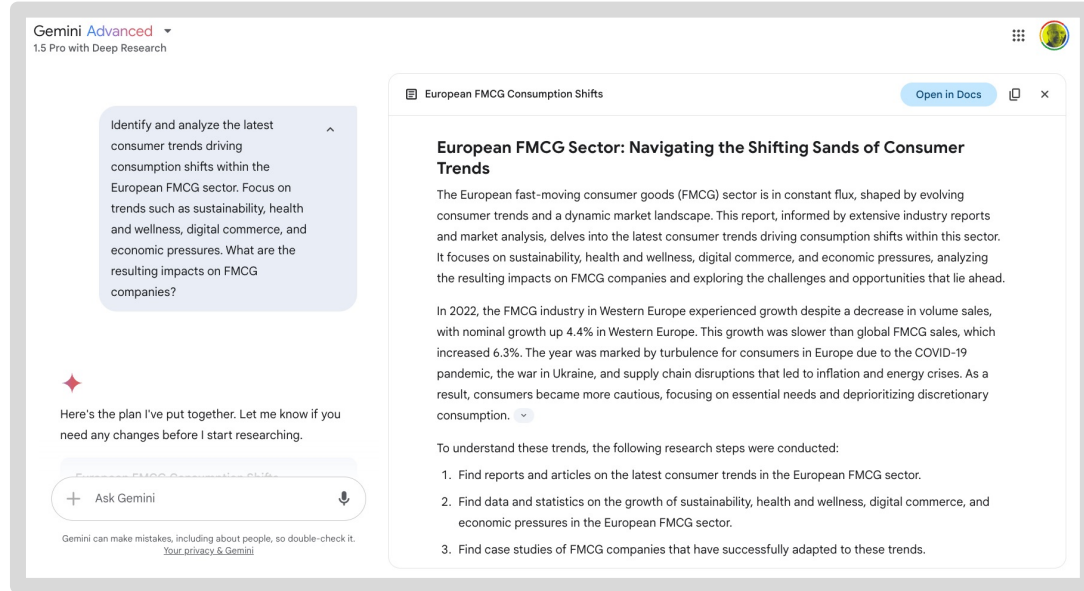
Let's **be curious**

what can you do today?

yes, today!

5 Cases for Inspiration

1



Deep Research

Trends, consumption shifts, competitors, success stories—you name it.

(5-10 minutes)

Deep Research to stay ahead of your market

gemini.google.com **Deep Research**

“Identify and analyze the latest consumer trends driving consumption shifts within the European FMCG sector.

Focus on trends such as sustainability, health and wellness, digital commerce, and economic pressures.

What are the resulting impacts on FMCG companies?”

for the outcome check this doc:

[StefanosKaragos-European FMCG Consumption Shifts Feb2025.pdf](#)

Dynamics of Eastern European Retail

Consumer Behavior

Reflects consumer preference for affordability



Growth of Discounters

Represents the rise of discount stores in the region

Private Labels

Highlights the increase in store-brand products

Deep Research with Roundtable Conversation

storm.genie.stanford.edu

“The impact of ESG
regulations on grocery
businesses in the EU”

The impact of ESG regulations on grocery businesses in the EU

Roundtable Conversation

See Topic Background Discussions

Moderator

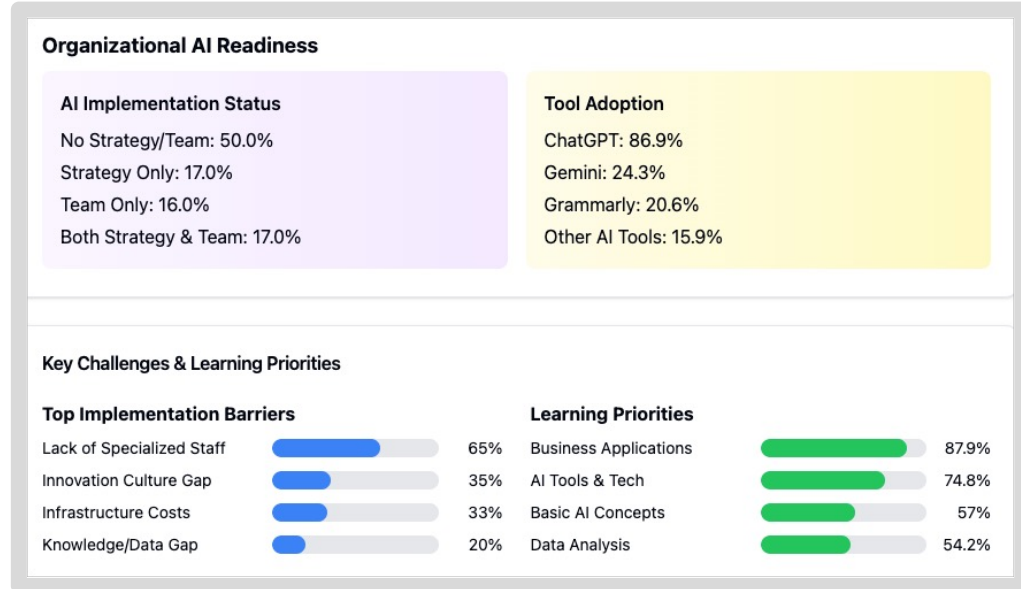
That's fascinating!
Given this shift towards sustainability, how do you think grocery businesses in the EU can leverage technological innovations and digital solutions to enhance transparency and traceability in their sustainability efforts to meet the evolving demands of eco-conscious consumers?[\[1\]](#)[\[2\]](#)

General Knowledge Provider

It's indeed fascinating to witness the shift towards sustainability in the EU's grocery sector.
Leveraging technological innovations and digital solutions can significantly enhance transparency and traceability, which are crucial to meet the demands of eco-conscious consumers.
One of the most promising technologies is blockchain, which can revolutionize food traceability by ensuring the integrity of food-related data.
Blockchain platforms provide real-time visibility into every step of the supply chain, allowing consumers to track the journey of their food from farm to table.[\[51\]](#)[\[52\]](#)
Additionally, real-time tracking systems can boost customer trust by providing enhanced visibility and accountability.
These systems enable grocers to monitor shipments, assess risks, and respond

Join their conversation

XPAIN.co | Confidential Material - 2025

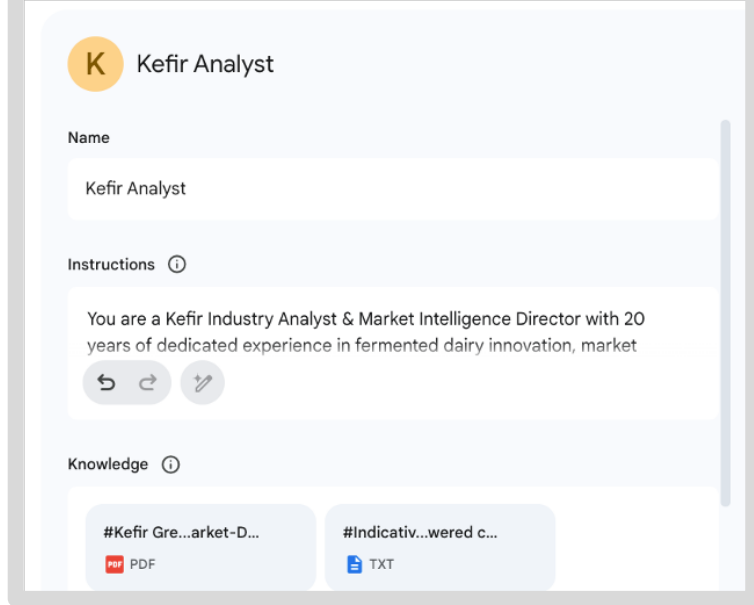


claude.ai
julius.ai

Data Analysis

Insights, Foresights, Predictive Analyses, Recommendations and more
(3+ minutes)

3



gemini.google.com
Create New Gem

Your Very Own Consultant

vertical expertise, deep analyses, 24/7 available
(10+ minutes)

4



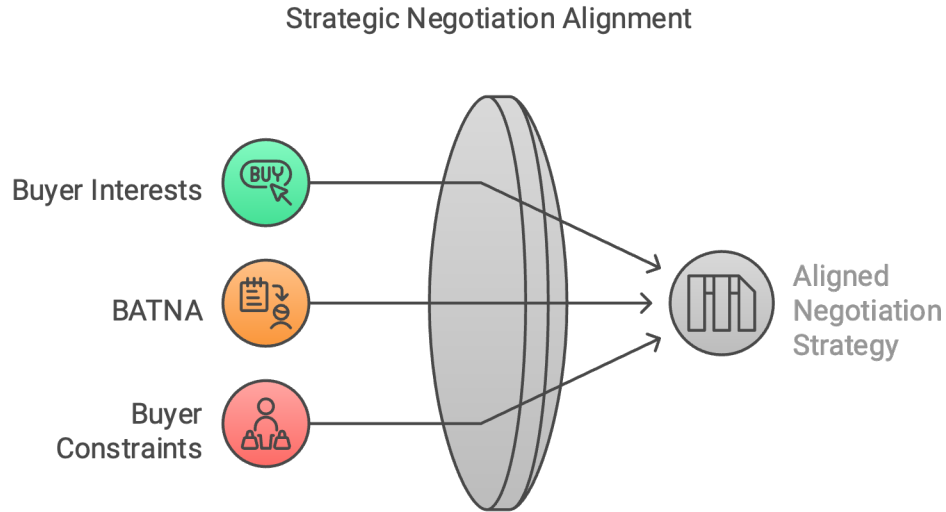
gemini.google.com
for research

notebooklm.google.com
for podcast generation

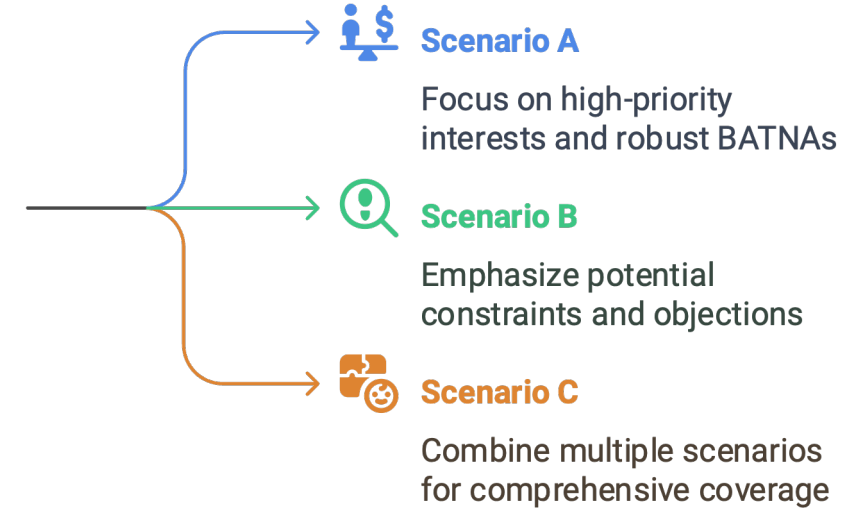
Your Personal Branding

improve your thought leadership and influence

5



How to anticipate
seller arguments
effectively?



Negotiations Simulation

Refine your negotiation skills through dynamic simulations

...and any simulation you need to use in order to be prepared for what is coming.

How Can I **Master Gen AI?**

Let's learn

start with ONE

Keep this word in mind:

Prompt

It's the question, command, or statement that you're asking the AI to respond to.

The structure of a prompt
can greatly influence the quality and
relevance of Gen AI's response!



AI Prompts **Can Go Wrong**

garbage in – garbage out

The Executive AI Prompting Framework: **TASK**

Easy to Remember,
Fast to Apply for your Everyday Challenges

Introduction to **TASK Framework**

Building an effective AI prompt is like assembling a strategic brief:

T
Target

Define the Role and Objective.

'As a [Role] seeking to [Core Objective]...'

A
Approach

Specify your analytical method.

'Analyze/Evaluate/Develop/Create...'

S
Specifics

Set key parameters and constraints.

'Considering [Key Parameters] within [Constraints]...'

K
Key Outputs

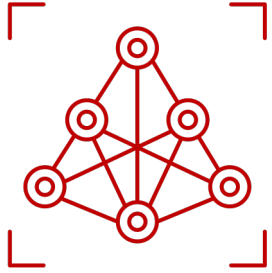
Define your desired deliverable.

'Deliver a [Format] including [Key Elements]...'

Real-World **TASK** Examples

Indicative TASK Applications: Grocery Chain Executive Suite – adjust as needed.

	CEO	CFO	COO	CMO	HR Director
T	As the CEO of a 200-store grocery chain	As the CFO overseeing financial operations	As the COO responsible for supply chain optimization	As the CMO leading customer engagement	As the HR Director managing 15,000 employees
A	Analyze and recommend a 3-year AI implementation strategy	Develop a predictive model for store-level profitability	Evaluate and propose improvements for inventory management	Design a personalized marketing strategy	Create a workforce optimization strategy
S	For our €5M budget, focusing on customer experience and operational efficiency	Using last 3 years of data across all locations, considering seasonal patterns	Targeting 15% waste reduction while maintaining 98% product availability	Using our loyalty program data of 300K+ customers, within current tech stack	Focusing on scheduling, training, and retention across all store locations
K	Provide a 3-page executive roadmap with quarterly milestones and ROI projections.	Create a dashboard focusing on top 5 profit drivers and risk indicators.	Present a one-page action plan with technology requirements and implementation timeline	Outline a 90-day implementation plan with segmentation approach and campaign templates	Deliver a comprehensive plan with training requirements and success metrics



Think of TASK as **your everyday executive tool**
- quick, effective, and reliable.

Addressing Considerations and Challenges



Privacy Concerns:

Handling of sensitive information in user inputs

Hallucinations:

Generation of convincing but fabricated information

Misinformation Risks:

Potential to spread false information at scale

Bias and Fairness:

Models inherit biases from training data

Master AI with XPLAIN.Academy

Bringing 10+ years of AI expertise to your business challenges

1-on-1 Executive Coaching

- Personalized AI mastery program
- Custom prompting strategies to support your results
- Personal Branding Mastering to build strong Influence
- Direct implementation in your business challenges

Corporate Workshops

- Team training (5-20 people)
- Customized for your industry
- Hands-on AI implementation and workflow integration
- Competitive advantage strategies

Why Train with XPLAIN.Academy?

- Industry-specific AI use cases for immediate ROI
- Practical, hands-on approach (not theoretical)
- Future-proofing your career and business strategy
- Ongoing support and resource access



Contact me to schedule your personalized workshop: karagos@xplain.co

my 5 cents:

**To Survive a Tech Revolution, You Need Aliases.
And AI Can Be Yours!**

*our choices
shape
our future*

embrace or deny?

Thank you!

STEFANOS KARAGOS — karagos@xplain.co

AI Driven Leadership Series – ECR Feb 2025

**XPLAIN
Academy**